CALL FOR PROPOSALS:	Project plan, methodology & budget breakdown
TERMS OF REFERENCE:	Consultancy to conduct a Socio-Economic and Market Assessment of livelihoods interventions at Osire Settlement in Otjozondjupa region
ASSIGNMENT:	To plan, organise and implement a Socio-Economic and Market Assessment of livelihoods interventions at Osire Settlement in Otjozondjupa region
LOCATION:	Osire Settlement
DURATION:	28 October 2019 – 13 December 2019
START DATE:	28 October 2019
END DATE:	13 December 2019
REPORTING TO:	Program Director
CLOSING DATE FOR PROPOSALS:	18 October 2019
Proposals should be sent to:	p.lukileni@sfh.org.na

Terms of Reference: Consultancy to conduct a Socio-Economic and Market Assessment of livelihoods interventions at Osire Settlement in Otjozondjupa region

1. Background

The Society for Family Health (SFH) Namibia is a local Non-governmental organization, an implementing Partner for the United Nations High Commissioner for Refugees (UNHCR) project, a tripartite agreement between the Ministry of Home Affairs and Immigration (MHAI), UNHCR and SFH. The purpose of the project is to implement Protection, Assistance and Solutions related projects for refugees, asylum seekers and host communities in and around Osire Settlement, Otjozondjupa Region within the Government's overall refugee protection framework. This partnership will identify and implement a program of transition from humanitarian assistance to long-term livelihood solutions for the Osire refugee population and surrounding communities. SFH manages and monitor daily operational activities in the refugee settlement under the guidance of the Regional Office of UNHCR in South Africa and in close cooperation with the MHAI.

The fact that not all refugees and host community members can be supported with livelihood interventions, socio-economic data and information about coping strategies should be collected from all refugee groups including those that are residing outside the settlement, to assess their economic status as well as to learn from their achievements and challenges in finding employment or self-employment opportunities. The contractor shall also assess market opportunities around Osire and in urban areas to help SFH define which livelihoods options to support. Finally, the contractor should explore 1- 2 viable value chains, as defined by the market assessment.

The overall goal of livelihoods projects is to empower refugees and host communities through skills training for IGA and self-employment in and around the settlement to the extent that they will be able to support themselves in the long run. This goal is in line with the Self Reliance Strategy (SRS) of the UNHCR. Specific objective of the project is to improve access to expanded economic opportunities and enhance environmental management.

2. Purpose and Scope of work

The socio-economic and market assessment is required to provide the following information:

- The existing socio-economic situation of refugees living outside the transit centers,
- Identify specific, relevant, and reliable markets for the refugees, including exploring the potential of developing 1-2 value chains, and
- Serve as the reference point for assessing future changes and impacts resulting from livelihoods interventions.

Through a consultative and field-based process, the contractor will conduct the socio-economic and market assessment, using a well-established and recognized methodology. Under the supervision and overall guidance of the Program Director, and in close collaboration with the Country Director and Osire-based team, the contractor is expected to perform the following tasks (note that the methodologies proposed in this TOR serves as guidance only):

Socio-economic assessment

Part A: Preparation for the Socio-economic assessment

1. Through a consultative process and after a full briefing of the livelihoods project and strategy, **articulate the theory of change for the livelihoods programme/project(s)**. The theory of change will identify short, medium, and long-term outcomes.

2. **Develop a set of appropriate and high-quality indicators** to accurately and efficiently capture socio-economic data to measure performance and impact of activities, including short and medium-term outcomes.
    a. The Contractor will review the current indicators under development from UNHCR's Livelihoods Technical Unit and as much as possible use impact indicators recommended by
    UNHCR's Livelihoods Technical Unit per programmatic area.
    b. The Contractor will include indicators from the UNHCR Results Framework as much as possible and develop new context-specific indicators only if needed.
    c. All indicators will be specific, measurable, attainable, relevant, and trackable.
    d. Indicators will measure the main outcome variables of the proposed Livelihoods programmes.
    e. In addition, the operation will likely consider adding some related socio-economic indicators relevant for programme targeting which could include:
        - Demographic profile (including dependency ratios and family size);
        - Sources of incomes;
        - Work experience (years, type of employment and skills);
        - Interest and motivation to find gainful employment or self-employment;
        - Housing (living) conditions;
        - Food security;
        - Assets;
        - Wealth (income, expenditures basket);
        - Access to services (finance, health, education);
        - Household coping strategies
    f. The Contractor and the livelihoods project team will together decide on a subset of core recommended indicators for measuring impact of the livelihoods project.

3. **Develop a Monitoring Plan** to monitor progress on agreed key indicators.
    a. The Monitoring Plan will be consistent with the UNHCR Livelihoods Monitoring Template.

b. The Contractor, in consultation with the project team will develop any necessary guidance and monitoring tools and define the process and timeframe of the monitoring work, the main milestones and criteria for re-adjustments.
c. The Contractor will allocate time to train the relevant staff on the monitoring tools.

4. **Develop a survey to collect data on the agreed indicators.**
   a. SFH and partners will have a role in the development of the survey to ensure it is context-appropriate and feasible. UNHCR Livelihoods Technical Unit and Regional Livelihoods Officers can also be consulted, to ensure utilization of and experience from previous, similar surveys.
   b. The survey will be as simple and replicable as possible. The survey will be used to gather data on livelihoods programme participants pre-intervention through the socio-economic and market assessments as well as post-intervention to measure the impact of livelihoods interventions. The survey should include relevant household identifiers like the ration card or refugee id number to ensure the programme participants non-participants can be easily re-identified for follow-up assessments.

5. **Develop a sound assessment methodology and sampling strategy**.
   a. The socio-economic assessments will combine quantitative and qualitative data. It may consist of individual or household surveys and/or focus groups. Focus groups and/or individual interviews with key informants will also be used to provide context. The socio-economic assessments should incorporate participatory methods whenever possible.
   b. The Socio-economic will combine self-reporting and observation, as self-reported income has been frequently proven to be unreliable in certain contexts. Income and expenditure of refugees and host communities may also be influenced by humanitarian assistance including parallel (free) provision of goods and services by UNHCR, assets and coping mechanisms. Wealth should be measured based on good practice and indicators tested locally to ensure appropriateness with the local context. This frequently involves the triangulation of income data with expenditures, assets, and other socio-economic factors relevant to the context.
   c. The socio-economic assessment will gather data on a representative sample of the target population. The sample should be based on power calculations and random selection.
   d. Methods for sampling (power calculations) should be driven by the necessary sample size needed to detect a change for the core indicators measured for the project.
   e. Sampling methods can be designed using the ID cards' numbers and host communities with national ID, by location, to allow an easy identification. Notwithstanding the sampling method used, refugees and host communities included in the survey should always been identifiable and traceable to ensure proper monitoring throughout the years.
   f. Attrition (or dropout) from the sample should be recorded and not replaced.

6. **Conduct a validation workshop.**
    a. A workshop will be conducted prior to data collection, where the consultant(s) present the proposed methodology and research tools to SFH and key stakeholders for validation.

<u>**Part B:** Conducting the socio-economic assessment</u>

1. **Pilot the Socio-economic assessment** in the field.
    a. Enumerators will be trained adequately and test the survey for multiple days within the community, requiring at least a week for field testing of survey tools.

The agreed indicators and survey questions will be adjusted as necessary after being field tested by the targeted population.

2. **Conduct the Socio-economic assessment**.
    a. Whenever possible, UNHCR recommends the use of mobile data collection via smart phones or tablets. Many platforms exist that allow users to cache forms on a phone/tablet that do not require connectivity.

<u>**Part C**: Presentation of Findings</u>

1. **Hold a second validation workshop** to present key findings to SFH and key stakeholders.

2. **Draft a clear, coherent report** to be shared with the SFH team and key stakeholders.
    a. The report (target a maximum 15 pages, excluding annexes) will describe the methodology and sampling, the process of selection of indicators to measure socio-economic impact, descriptive statistics, and the main results of impact indicators.
    b. The Appendix should include the final Socio-economic surveys, site maps, monitoring tools and guidance, and a justification of the chosen subset of core indicators.
    c. The Contractor will also submit:
        - Electronic copies of the original cleaned dataset in at least Excel (preferably in statistical software package STATA or SPSS) with any associated files or code;
        - All quantitative and qualitative data (completed questionnaires, recorded interviews, focus groups, etc.);
        - Any other documents that will be used or collected in the course of the consultancy.

3. **Input data into the Monitoring Plan** to ensure the continued monitoring of key indicators from the Socio-economic and track any changes in socio-economic well-being.

Market assessment

The objective of the market assessment is to support the facilitation of identified livelihoods and employment opportunities in both agriculture and non-agriculture value chains/sectors with the end market in mind. In this assessment, markets refer to local markets that People of Concern (PoC) frequent to access the commodities. In these markets, they sell products and provide services. The markets are also a source of temporary or permanent employment and are accessible to local host populations.

Specific Objectives

1) Assess existing markets where refugees (can) participate
2) Identify employment and self-employment opportunities for refugees
3) Identify value chains where refugees can participate

For the identified commodities, undertake a buyers' assessment which will entail:

a. Analysis of current demand (volumes) and sales opportunities (per buyer and collated)
b. Analysis of any quality standards and pricing (per buyer)
c. Identify the number of buyers for each commodity and annex the contact details of buyers
d. Identify costs of reaching identified buyers

Part A: Preparing the market assessment

1. Conduct a thorough desk review of available secondary data, including from UNHCR and other humanitarian and development actors, national and local institutions.

Part B: Conducting the market assessment

- Assess the value chains that provide goods and services for the local community (camp and host communities)
- Assess and map out the supply chain for commodities of the markets for food and non-food items
- Analyse the demand conditions and physical and economic access to local markets
- Assess major constraints of markets and how businesses deal with these constraints
- Assess the availability and capacity of financial institutions to support businesses

- Identify and quantify which market segments are growing and/or have greatest growth potential
- Assess the utility and potential for improving market efficiency through collective marketing; propose ways of achieving this and minimum quality standards required.
- List and prioritise any other problems and opportunities;
- Recommend interventions to address problems and take advantage of opportunities
- Explore partnerships with private sector for training and/or employment opportunities
- Assess the utility and potential for improving market efficiency through collective marketing; propose ways of achieving this and minimum quality standards required.

Proposed questions for the market assessment:

	Analytical questions	**Indicator (need/output/outcome)**	**Data required**	**Baseline**
Demand and supply	What are the food and non-food items (NFIs) on the market?	Types of goods (food and non-food) defined as priority that are on the market	• Range of goods supplied at that market	
	• How many people need these goods and the quantity needed	# of people requiring the goods	• Estimate of the number of people who need the goods	Sample the numbers during

	• Approximate core goods capacity for different sizes of traders	# of specified food items per week/month # of specified NFI per year		the market satisfaction survey
	What categories of market actors such as farmers and retailers who are involved in the markets?	# of product providers in the market who are consistent suppliers # of farmers who supply the local markets consistently	• No of farmers/retailers supplying products to the camps/villages • Types of products that they supply • Quantities of products supplied • Prices (MK) per unit they charge at the farm gate and at the market	Number of product suppliers in the defined markets
	What are the different market channels through which products and/or services reach the final customer and the end market?	Forms of transportation by retailers by type Assessment of capacity of transport to move good in required volumes	Estimate volume delivered to the markets	Types of transport used by retailers of goods
	Are there any seasonal changes in demand, price and availability	Average prices of food items in the basket in that season	Data on prices of goods	Seasonal data prices of goods
	Are there any signs that indicate future increases/decreases in demand for food items?	Low income thresholds caused by poor production in agriculture	Price of products such as maize (processed and unprocessed), cooking oil, salt, pulses	Data on current product market prices
Market preference and satisfaction	What criteria have to be fulfilled to satisfy consumers?	Supply of adequate food items in the food basket of high quality and affordable	Consumer perception based on sales per month	Current sales for the last 6 months by the business entity
	Have there been any changes in consumer trends?	# of customers increasing of decreasing	Interview of retailers	Estimate of new consistent customers at particular shops

	Have there been any changes in the goods supplied at the market?	Types of new goods and their pricing	Interview of retailers/farmer marketers	Data on good that appear or have disappeared from the markets
	When do people and communities have particular goods that they need?	Availability of goods (in the food basket or NFI) on the market	Interviews of customers	Data on goods supplied to the markets
	Are there imported goods on the local to national markets?	Range of imported goods on the market	Checklist of the goods	Establish types of imported goods
Market rules	What rules and supporting functions currently exist?	Specific rules used in the markets	Data on local authority charges for space at the market	By-laws and polices that are communicated to marketers
	Do retailers/farmers understand the market rules	# of farmers/retailers aware of the rules and regulations	Interviews of retailers	Rules that are current in use in the market
	Are there specific quality standards or restrictions? Which rules are not existing and would be ideal to make the market place better?	Format in which the standards are communicated to market players	Interview of marketing authorities	Data and reports on rules and standards

Part C: Approach to market assessment

The market assessment will be based on secondary and primary information sources to meet the stated specific objectives. The secondary source information about the market profiles, market functionality and historical prices data will be assessed. The primary data will be collected from the Government (the National Statistical Office, Ministry of Agriculture, Water and Forestry etc.), Camp Administration, market actors, financial service providers, host communities in the localities and refugee communities drawn from different social groups.

A checklist will be developed to undertake focus group discussions to capture the primary information from institutions and community groups. In order to obtain information about access and constraints to markets, goods and services, market information, preferences, choices, etc. FGDs will be conducted with men, women and a mix of men and women, representing the key nationalities and special needs. Previous experience working on livelihoods interventions targeting groups with special needs will inform this process.

The SWOT analysis is a useful tool to assess products and services in an enterprise livelihoods programming. At the same time, it also helps humanitarian organizations involved in food and non-food item provision to better appreciate the market trends and risks. In terms of planning it provide a realistic picture of product sources, quantities and quality, how to get the product where it should be, and all the price related matters around the product.

It is proposed to use the market SWOT analysis to generate and assess the markets, products and transactions, with a view to understanding the following:

- Strengths: What are the product strengths that differentiate it from the competition within the same market? What organizational strengths exist to make the product available?

- Weaknesses: Are there internal weaknesses that erode the ability to use the markets as a means for livelihoods and humanitarian assistance?

- Opportunities: Where can we differentiate the product? What strategies can we put in place to increase the product's competitiveness?

- Threats: How could this product fail? What factors in the market or the roadmap can bring it to obsolescence or failure in the market?

This framework investigates what is out there in the market, in what form and in what quantities as supplied over a period of time. Understanding the dynamics shaping the product supply, purchase and consumption is key to market assessment. In commodity supply markets there are a myriad of strategic alliances that may contribute to significant product supply, depending on the nature of the demand. The value of the product seems to be an attraction for buyers.

<u>Part D: Activities</u>

The consultant will contribute to the following activities:

- Desk research/review of relevant documents (ILO/UNHCR reports and documentation on market assessments, value chain analysis, market-based livelihood interventions for refugees, livelihoods strategy, graduation approach etc.);
- Focus Group Discussions (FGD)/key informant interviews (KII) with refugees who have managed to secure employment or open a successful business
- Discussions with relevant government ministries/policy makers

- Draw upon already existing surveys to better understand the nature of the consuming public in refugee and host communities.
- Assess the macroeconomic issues in Swaziland, including the consumer price indices, income and expenditure data, interest rates, fuel price levels, provide the exchange rates, and overall Gross Domestic Product.
- Assess the key enablers of business (energy and its pricing, water, transportation etc.) that have implications on goods on the market.
- From the previous surveys identify sectors which have potential for profitability, growth and decent employment for the target group.
- Assessment of the economic prospects of sectors should reveal a small number of target sectors for which further data will be gathered to take a final decision on which sectors to focus on. Apart from usual sector selection criteria, this needs to take into account the specific circumstances and legal status of refugees.
- Identify the skills and knowledge gaps that can be improved with training within the specific value chain and propose an appropriate plan for vocational and entrepreneurship development training.
- Assess the existing financial and business support services as well as regulatory constraints and opportunities for the economic development of the sector and regulatory constraints.
- Evaluate institutional capacity building opportunities for potential implementing partners, including private sector service providers, provincial vocational school and training centres as well as local mass organisations that can contribute to the fulfilment of the projects objectives, while duly considering the capacity of partners in terms of delivering outputs.

3. Expected deliverables and payment schedules:

1. 20% upon receipt of the Inception Report: **01 November 2019**
2. 40% upon receipt of the first Draft Socio-economic and Market Assessment Report: **30 November 2019**
3. 40% Upon receipt of the final/approved Socio-economic and Market Assessment Report: **13 December 2019**

4. **In executing this assignment, SFH will provide the following support to the consultancy team:**

- SFH will provide the corporate identity in the form of logos, formats for presentations and reports
- Introduction of the consultant in Osire and coordinate meeting for interviews and focus group discussion
- Provide lodging and transportation to and from Osire settlement

5. **Objectives**

To plan, organise and implement a Socio-Economic and Market Assessment of the livelihoods interventions at Osire Settlement in Otjozondjupa region

6. **Timeframe**

The assignment is spanning from 28 October 2019 to 13 December 2019

7. **Institutional Arrangements**

The Consultancy team will report directly to the Program Director. The office will provide relevant background documents and reports necessary for the assignment.

8. **Education**

Advanced university degree in economics, socio-economic development, development planning, financial management or other related fields.

9. **Functional Competencies:**

- Minimum of 10 years of relevant professional job experience (socio-economics, monitoring and evaluation, impact evaluation, data collection and analysis, etc.);
- Proven experience in planning, implementing, and monitoring livelihoods programmes
- Knowledge of statistical sampling methodologies;
- Experience in working with international and national NGOs and UN organisations, and with government authorities at national level;
    a. Strong research and excellent writing skills in English;
    b. Excellent organizational skills;
    c. Experience in producing quality reports;
    d. Understanding of work dynamics of NGOs in the health sector and working with vulnerable groups from diverse background;
    e. Knowledge of terms used in humanitarian, business and livelihoods arena, language and style;
    f. Demonstrated ability to meet deadlines and work under pressure.

10. **Behavioral Competencies:**

a. Ability to be flexible and timely respond to changes and inputs provided on the report;
b. Effective interpersonal skills, demonstrated ability to communicate and work with diverse and vulnerable people;
c. Participate effectively in team-based, information-sharing environment, collaborating and cooperating with others;
d. Client’s results-driven

11. Call for proposals

A Project Plan, detailing proposed methodology and how all activities and deliverables will be completed, must be included as part of the proposal. A detailed breakdown of cost must be submitted.

Value Added Tax (VAT) must be shown as a separate line item in the financial quotation where appropriate. Payment of services will be based on the completion of set deliverables. Proposals should be sent to: p.lukileni@sfh.org.na

Deadline for proposals: 18 October 2019

11. Evaluation weighting

50% technical/50% financial
In order for the financial proposal to be considered, the technical proposal must receive a score of at least 70/100 (70%) to qualify.

Technical proposals will be scored against:

a) Relevance to ToR and interpretation of ToR (20)
b) Proposed methodology and outputs (20)
c) Qualifications and experience of team (20)
d) Quality of submission (10)

12. Conditions

The consultancy team will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. The consultant's fee must include all costs such as office administrative costs and travel costs, where necessary.

Enquiries:
Please direct any enquiries to: i.mendes@sfh.org.na